

ORDER



KLAS

Orders Order / Rev: 37233
Alt Order #: 08863279
Product Desc: BERKLEY/SENATE/D
Estimate:
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	94	\$45,580.00	\$38,743.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	94	\$45,580.00	\$38,743.00	0.00
Totals	94	\$45,580.00	\$38,743.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$45,580.00
Market	100%	\$151,933.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,983.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,596.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/12/12	09/14/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	--WTF--	:30	6	\$40.00	LV2	0.00	NM	6	\$240.00
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	6	\$40.00	0.00										
E 2	8	09/17/12	09/17/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	8	09/17/12	09/17/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p	M-----	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
BOLD/DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$900.00 0.00															
E 19	8	09/12/12	09/14/12	630-7p Inside Edition Inside Edition	CM	630-7p	--WTF--	:30	3	\$875.00	LV1	0.00	NM	3	\$2,625.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$875.00 0.00															
E 20	8	09/17/12	09/17/12	630-7p Inside Edition Inside Edition	CM	630-7p	M-----	:30	1	\$875.00	LV1	0.00	NM	1	\$875.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$875.00 0.00															
E 21	8	09/16/12	09/16/12	8 News Now Sun 5-7p 8 News Now Sun	CM	4-430p, 630-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 1 \$600.00 0.00															
E 23	8	09/12/12	09/14/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	6	\$375.00	LV2	0.00	NM	6	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 6 \$375.00 0.00															
E 24	8	09/17/12	09/17/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	2	\$375.00	LV2	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$375.00 0.00															
E 25	8	09/12/12	09/14/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	--WTF--	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$300.00 0.00															
E 26	8	09/17/12	09/17/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	M-----	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 M----- 1 \$300.00 0.00															
E 27	8	09/15/12	09/15/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	2	\$175.00	LV2	0.00	NM	2	\$350.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 2 \$175.00 0.00															
E 28	8	09/12/12	09/14/12	7-8p Rotator 7-8p Rotator	CM	7-8p	--WTF--	:30	5	\$1,000.00	LV1	0.00	NM	5	\$5,000.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 5 \$1,000.00 0.00															
E 29	8	09/17/12	09/17/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$1,000.00 0.00															
E 30	8	09/12/12	09/14/12	Letterman Letterman	CM	1135p-1237a	--WTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$750.00 0.00															
E 31	8	09/17/12	09/17/12		CM	1135p-1237a	M-----	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Letterman Letterman															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 32	8	09/12/12	09/14/12	Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)		:30	5	\$115.00	LV2	0.00	NM	5	\$575.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 33	8	09/17/12	09/17/12	Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)		:30	1	\$115.00	LV2	0.00	NM	1	\$115.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 34	8	09/15/12	09/16/12	8 News Now 11p	Sa/SuCM	11-1135P		:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 37	8	09/15/12	09/15/12	Politics Now S	Sebelius CM	Various		:30	1	\$250.00	LV2	0.00	NM	1	\$250.00
POLITICS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 38	8	09/16/12	09/16/12	CBS News Sunday Morn@M	CBS News Sunday Morni-----S			:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 39	8	09/16/12	09/16/12	8 News Now Sun AM #2	CM	8 News Now Sun A-----S		:30	1	\$850.00	LV1	0.00	NM	1	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 40	8	09/16/12	09/16/12	Face The Nation	CM	Face The Nation		:30	1	\$940.00	LV1	0.00	NM	1	\$940.00
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
N 41	8	09/15/12	09/15/12	NCAA Football	CM	NCAA College Foo-----S-		:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
NCAA College Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
N 42	8	09/15/12	09/15/12	Sat 1135p-1235a	The P@M	1135p-105a		:30	1	\$70.00	LV2	0.00	NM	1	\$70.00
CBS Sports/Private Practice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
N 43	8	09/15/12	09/15/12	Sat 1235-135a	DaVinci IQM	105-205a		:30	1	\$60.00	LV2	0.00	NM	1	\$60.00
Da Vinci Inquest															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
N 44	8	09/12/12	09/12/12	Wed 10-11p	CSI	10-11p		:30	1	\$2,000.00	LV2	0.00	NM	1	\$2,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
N 45	8	09/14/12	09/14/12	Fri 9-10p	CSI: NY	9-10p		:30	1	\$1,200.00	LV2	0.00	NM	1	\$1,200.00
CSI: NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		<u>Week:</u>	<u>09/10/12</u>	<u>09/16/12</u>		<u>1</u>				<u>\$1,200.00</u>		<u>0.00</u>			

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